

OBITUARIES

MRS. ESTELLE W. MEERS
Mrs. Estelle Williams Meers, highly esteemed wife and mother, died July 11 at her home in Elba. She was born in Pine Level community Oct. 11, 1913, the daughter of Alice Kendrick and A. A. Williams and had resided in Elba for the past 10 years. Surviving are her husband, Howard Meers; one daughter, Ann Alyce Meers; one brother,

Grady Williams. Funeral services were held on July 12 at New Home church, interment was in New Home cemetery, Hayes Funeral Home directing.

JESSIE WILLARD ELLIS
Jessie Willard Ellis, 13-years-old, died Friday after an illness of six hours. Survivors are the parents, Mr. and Mrs. Renzo L. Ellis; four brothers, Rufus, Robert and Louise, Anderson, Marion Anderson, Home directing.

all of Elba, Rt. 4 and Eugene of Camp Rucker; four sisters, Mrs. Edward Kelley, Betty M., Mrs. G. B. Grantham and Mrs. Lee Dawkins all of Elba.

Funeral services were held on Saturday at 3 P. M. at the Tabernacle Church with Rev. H. H. Hinton officiating. Burial was in adjoining cemetery, Southern Funeral Home directing.

Survivors were Richard Anderson, Marion Anderson, Dunford, Charles Hodge, Charles Dave Anderson and J. L. Lamb.

Couple Won't Get Lost on This Trip??

Mr. and Mrs. C. B. McDowell, Robert Newton and Mrs. Howard McClellan of Monticello, Fla. left Wednesday morning for DeCatur, Ga. where they will visit at the home of Dr. & Mrs. D. F. McDowell. From there they will go to Plainfield, N. J. where Dunford, Charles Hodge, Charles Dave Anderson and J. L. Lamb.

they will visit in the home of a daughter, Mrs. W. J. Blanch. When a similar trip was made two years ago, Mr. and Mrs. C. B. McDowell got lost in the maze at Pennsylvania Station in New York. So this time they are playing it safe by going by auto.

From New Jersey they plan to make a swing around the country to Missouri for a visit with relatives.

Greeting Carus at the Clipper



Thursday, July 23, 1953

Pleasing People

IS OUR BUSINESS!

SEE HOW MUCH MORE YOU CAN SAVE BY SHOPPING HERE!

PIGGLY WIGGLY
The Original Self-Service

OAK HILL TOMATOES No. 303 Can 10c	SURE GOOD OLEO Pound 20c	GORDY'S SALT Round Box 5c	DIAMOND NAPKINS 80 Count Package 10c
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FREE RECIPES
Betty Crocker's New 9-way Pie Discovery

MOR JUICE
Wilson Lunch Meat 10 1/2 oz Can
Stokely Tomato 2-No. 2 Cans
Diamond Wax 125 ft roll
Tetley Tea 1-4 lb
Assorted JELLO 3 Packages
Fresh Gordon's Potato 4-3-4 oz
CHIPS
Butterfly Fruit Pie

MEATS
Tendered Chuck 1 lb
ROAST 47c
Tendered Round 1 lb
STEAK 79c
Lean, Round BEEF 39c
Rib or Brisket STEW 19c
Swift's Prem. Ass't 1/2 lb
COLD CUTS 27c
Prem Tender Grown 1 lb
FRYERS 55c

CARNATION MILK
3 for 40c

GOLD MEDAL FLOUR
5 lb ctn. 53c

PINEAPPLE
Stokely Crushed No. 2 Can 27c

BUTTER
Southern Belle 1 lb 69c

FLOUR
Guaranteed Fresh
10 lb Bag 83c
25 lb Bag \$1.79

CORN
Golden Roasting 4 Ears 16c
Small Yellow 1 lb 15c
Home Grown OKRA 19c

THE BEST KNOWN NAME IN THE FOOD BUSINESS

POOR ORIGINAL

CLASSIFIED AD SECTION

HELP WANTED
Man and wife for work on farm. Write John Kelley, Rt. 1, Geneva and I will contact you.

WANTED
To contact relatives or descendants of James Bass who was living near Elba in 1870. Known to have had the following children: James Madison, Ezekiel, Needom, Elbert and Stephen. Advise E. H. Hayes, 15 Byrd Circle, Oak, Ala. any information you may have tip.

PEANUT SLATS
Get your peanut slats early. William Prescott, Blacksmithing and Welding Shop, West Elba. 21p July 23-30.

WELDING
Electric and acetylene. I have added a portable welding machine to my shop. Can do your

Kinston News
Fred Wood attended the annual conference for Vocational Agricultural Instructors in Auburn last week. He was accompanied by Mrs. Wood and children who visited Mr. Wood's farm in Auburn and Rev. & Mrs. Earl DuBois in Opelika. On Friday night the ag. teachers whose names are listed below, were entertained at a dinner at the "Chicken House" near Auburn with a steak supper.

Mr. & Mrs. P. Q. Richardson spent last Thursday in Pensacola, Fla. with Mr. & Mrs. John Williams (Marjory Richardson).

Elton Adams and Gene Adams of Greenville, Fla. and Calvin Adams of Hacoia visited Miss Ila Adams last Friday.

Mr. & Mrs. I. W. Holley and family of Palatka, Fla. are spending some time here with Samson, who is critically ill. He suffered a cerebral hemorrhage last week.

Mr. & Mrs. W. E. Bush Jr. (Melba Free) spent the weekend with Mr. & Mrs. M. J. Free.

Mrs. George Gentry Jr. and daughters of Greenville were visiting with Mrs. George Gentry Sr. and Miss Betty Gentry last week.

Ralph Lendved of Clintonville, Wis. arrived here last Thursday to join his wife and children at the home of her mother, Mrs. Jessie Matthews. He received information on Thursday night that his father suffered a crushed vertebra when his car ran over him. The Lendveds left here Friday morning and arrived in Clintonville Saturday evening to find his father doing fine.

MOORE-KYLE WEDDING
Mr. & Mrs. Robert Moore announced the marriage of their daughter, Betty Aileen, to A. C. Charles E. Kyle of Corinth, Miss. The marriage took place at the First Methodist Church in Corinth on July 3. Kyle is stationed for a brief period at Amarillo, Texas. The bride is living with her parents on Troy highway.

REVIVAL
A revival will begin at the Church of God in Elba Wednesday night, July 22. Sister Edna B. Davis will be the evangelist. M. P. Robinson is pastor. Everyone is cordially invited.

ALL DAY SERVICE
An all day service will be held at Shiloh Church Sunday, July 26. Everyone is invited to attend. A man being bitten by a rabid animal is an almost unheard of occurrence.

EDITOR'S CORNER
By Paul E. Cunningham

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VISIT IN WEST
Mr. & Mrs. James Martin and family returned Sunday night from a vacation trip to Salt Lake City, Utah where they visited friends made while they were in the service. They spent three days in the Mormon capital seeing the sights. On their return trip, they came back via Zion National Park, Bryce Canyon and Grand Canyon, Ariz. James said he didn't realize there was so much to see in this country until they traveled through New Mexico, Arizona and parts of Texas. In Texas they were in town when it was having its first rain in three years. Good-looking cotton fields with sprinkler irrigation were also seen in Texas.

RABIES CLINIC
A rabies clinic will be held in Elba at the school house Sept. 5. Wallace Miller announced. Wallace is married to the former Anne Watkins and is now in his second year of veterinary training at Alabama Polytechnic Institute.

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Elba Retail Sales Lag \$1 1/2 Million Behind Trade Area Income

WASHINGTON AND "SMALL BUSINESS" By C. WILSON HARDER

Often those who work for salaries or wages, or who are in agriculture, write this column, asking a question on this theme.

"What," they ask, "can I do as an individual to help my small business?"

Many inquiries in small communities. They go on to explain that their town is not keeping pace with the progress of the nation, or that some nearby trading center is outstripping them.

The problem is common to many towns, and with the need for new school capacity, and other improvements to cope with population growth, small city management is hard pressed to find ways of raising money.

In meeting these problems, all residents of these communities can take one helpful step.

This step is to participate in the fullest extent possible the local independent businessmen. This should not be mistaken for the spirit of helping the local businessmen out.

Instead, the approach should be one of self-interest. If adequate schooling and other facilities are not maintained without prohibitive burdens on residents of a community, it is necessary to reverse this trend. The only way is for the public in the local communities to support their independent business establishments and thus in turn draw more business to the communities creating more employment, more sources of support for the community.

Independent business establishments have long carried a heavy proportionate share of any communities revenue needs. But an increasing share of this revenue is only possible if local business is possible to get every dollar of the share of the county total sales may have declined slightly since 1949. Elba's share of county total retail sales as reported by the Bureau of the Census in 1948 was approximately 22 percent. Hence, I think it would be reasonable to assume that its current share of county retail sales would be perhaps in the neighborhood of 20 percent.

Total retail sales in Coffee County during 1952 were \$16,521,000, according to the Bureau of Business Research. Twenty per cent of this is \$3,304,200. Looking over their books for the past three years, most merchants will show an increase in total sales from year to year. This is natural because in 1950 businesses in the county sold \$4 million less than in 1952. But the percentage of the increase secured by Elba stores was smaller than formerly.

Retail sales in Coffee County for 1949 were listed as \$10,261,000 by the U. S. Bureau of Census. The amount was divided: Enterprise, \$6,115,000; Elba, 2,241,000; remainder of county, \$1,905,000.

Income from farm products—\$400,000. (Figured at 20 per cent of the \$7 million county total).

Loans by Insurance Companies and bank—\$1,533,000.

Payroll other than Dorsey—\$400,000.

This totals \$5,033,000. These figures do not include the income from government checks, pensions and men receiving a monthly pay check from the federal government. The ACU rail firm such as the ACU rail road. It is felt that these would counterbalance the fact that all loans were probably not made in 1952 but extend over a period of several years.

While local merchants can't possibly get every dollar of the

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By Paul Cunningham

Retail sales in Elba during 1952 lagged over a million and one-half dollars behind the county total for this section, a study of statistics reveals. Over \$5 million dollars went into circulation in this trade territory but only \$3,304,000 were spent here.

Figures on the retail sales in Elba came from the University of Alabama Bureau of Business Research headed by Henry B. Moore.

In answer to a letter from Elba asking how to determine total retail sales in Elba, Mr. Moore wrote:

"A rough way to do have retail sales volume separately for Enterprise and Elba (or any other town) is to take the 1948 total for the county as reported in our monthly publication, Retail Sales Report which you have been receiving."

"Unfortunately, the retail sales reported by us are not strictly comparable as those reported by the Bureau of the Census because of differences in definition and classification as well as the fact that sales reported in our publication are sales reported for retail sales tax purposes rather than retail sales as such. However, there is not a great deal of difference between the \$3,304,000 retail sales reported by the Bureau of the Census for Coffee County in 1948 and the \$3,304,000 reported in our Retail Trade Report for that year."

"Between 1940 and 1950 the population of Elba, according to the U. S. Census, rose from 2,363 to 2,936. This was partly the result of annexation of territory. At the same time, the population of Enterprise rose from 4,833 to 7,298, again partly the result of annexation of territory. However, the population of Coffee County declined during the same period from 31,987 to 30,720."

"In light of these facts, I think it would be logical to assume that your purposes that Elba's



One of Coffee County's master barbecue men, Monroe Maynard of Mt. Pleasant, mixed the sauce and put the finishing touches on meat served at the Coffee County Fair barbecue picnic July 25. J. E. Foster, principal at Mt. Pleasant school, is mixing it up. Homer Jones, Mt. Pleasant, samples the finished product. (Clipper Photo).

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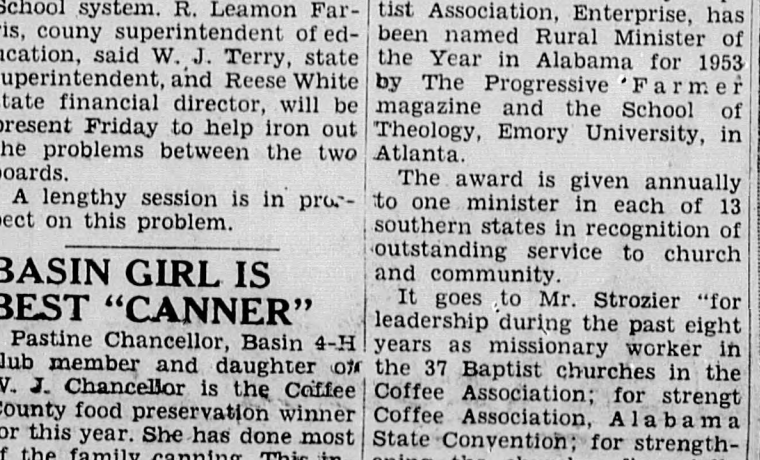
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About six months ago Randy bought two Angora rabbits. He had the idea of raising the animals and shearing them for their wool. The rabbits were just six months when he got them and he still has only two rabbits. Seriousness of the situation cannot be overemphasized as it threatens the future of the whole Angora line. Randy has heard before of two rabbits of opposite sex being put in a cage and six months later there still being only two rabbits. The problem dwells that one of the man and his horse at the water trough.

Not being very familiar with rabbit raising, I can only offer Randy suggestions gleaned from writing feature stories on other animals.

For example, turkey ranchers who sell fertile eggs to the hatcheries have a bright light that turns on several hours before sunrise every morning. The light shines in the old tom's eyes and puts him in an amorous mood. Randy might try going out to his hutch with a five-cell flashlight for a few mornings.

Then again, maybe Angora rabbits are like parakeets. Harold English tells us that just a boy and a girl parakeet in a cage will sell to two parakeets. Randy has to be sure that his birds go in flocks and won't mate when segregated in pairs. There has to be four or more birds together with an excess number of males preferred. If there are more females in a cage than males, they will kill each other off until one has a mate.

This system when tried with Angora rabbits leads to considerable expense and success is not guaranteed by the writer. Maybe some of The Clipper readers have dealt with problems of this sort before and can help Randy out of his dilemma. He wants a solution that won't entail too much additional work or expenditure of funds. In the meantime, he still has just two rabbits.

EDITOR'S CORNER
By Paul E. Cunningham

NOT LOST YET
So far The Clipper's venerable reporter and columnist, C. B. McDowell, has not been lost on his trip to New Jersey and on to Missouri. We're looking forward to his report of this journey.

KOREAN ARMISTICE
Top news of the week was the signing of an armistice in Korea. Qualified correspondent have filed millions of words on the event while radio commentators have taken up lots of time over the air. All I hope is that the true sticks during the division to which I was assigned saw action in the Battle of the Bulge so that I could put the men in the line at Korea put up with during the winter.

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Elba Retail Sales Lag \$1 1/2 Million Behind Trade Area Income

WASHINGTON AND "SMALL BUSINESS" By C. WILSON HARDER

Often those who work for salaries or wages, or who are in agriculture, write this column, asking a question on this theme.

"What," they ask, "can I do as an individual to help my small business?"

Many inquiries in small communities. They go on to explain that their town is not keeping pace with the progress of the nation, or that some nearby trading center is outstripping them.

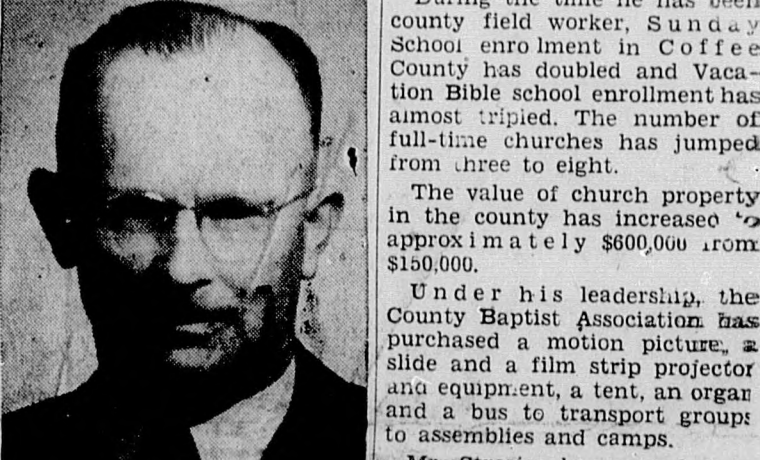
The problem is common to many towns, and with the need for new school capacity, and other improvements to cope with population growth, small city management is hard pressed to find ways of raising money.

In meeting these problems, all residents of these communities can take one helpful step.

This step is to participate in the fullest extent possible the local independent businessmen. This should not be mistaken for the spirit of helping the local businessmen out.

Instead, the approach should be one of self-interest. If adequate schooling and other facilities are not maintained without prohibitive burdens on residents of a community, it is necessary to reverse this trend. The only way is for the public in the local communities to support their independent business establishments and thus in turn draw more business to the communities creating more employment, more sources of support for the community.

Independent business establishments have long carried a heavy proportionate share of any communities revenue needs. But an increasing share of this revenue is only possible if local business is possible to get every dollar of the



One of Coffee County's master barbecue men, Monroe Maynard of Mt. Pleasant, mixed the sauce and put the finishing touches on meat served at the Coffee County Fair barbecue picnic July 25. J. E. Foster, principal at Mt. Pleasant school, is mixing it up. Homer Jones, Mt. Pleasant, samples the finished product. (Clipper Photo).

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PIGGLY WIGGLY'S BIGGEST SUMMER SALE!

BRINGS YOU EXCEPTIONAL SAVINGS ON HUNDREDS OF ITEMS!

We are red hot and boiling over at Piggly Wiggly—it's not the heat. We are offering some of the hottest specials in town to all comers. You'll see what we mean by these advertised items. There are more in the store so come on down. Piggly Wiggly salutes summer with a blazing summer sale.

THERE'S NOTHING LIKE
SWIFT'S PREMIUM TENDERIZED
4 to 6 lb Average
PICNICS 45

SMOKED TASTY
BACON SQUARES 49c

SWIFT'S PREMIUM
SLICED BACON 79c

Enjoy Your Vitamins Lean 100% Beef
Beef 1b **39** Ground 1b **39c**
LIVER 39 BEEF 39c

TENDER-AGED GUARANTEED
CHUCK ROAST 49c

Brookfield Rich in Food Value
HOOP CHEESE 49c

LIPTON TEA
THE BRISK TEA
1/2 lb 59c
LIPTON TEA BAGS
THE BRISK TEA
48 Count 57c

SUPER SUDS
1/2 Price Sale
Your First Large Box **28c**
Your Second Large Box with coupon **14c**

Be sure and ask the cashier for China Trading cards. When you have punched out \$35.00 in trade, the card may be used with 98c on the purchase of a 5-piece setting of fine American China.

FINE AMERICAN CHINA
AT LESS THAN ONE-HALF PRICE

Specials for Friday & Saturday, July 31 & Aug. 1
QUANTITY RIGHTS RESERVED



Elba, Ala.

Low Cost of a Hot Frying Pan with these
SUMMER SHORTENING SPECIALS
Sesso or Domco Winterized
PEANUT OIL
No. 10 Jug **\$1.79**
WINTERIZED OIL
No. 10 Jug **\$1.49**

ALL PURPOSE 3lb Can
SNOWDRIFT 79

Fine Quality Domino 5 lb Bag
SUGAR 39

Van Camp PORK & 2-No. 303 Cans
BEANS 25c

You Save on Wisconsin Packed Armour's
Cloverbloom 3 Tall Cans
MILK 37c

Cane No. 10 Can
SYRUP \$1.49

Stokely Pineapple
Two-No. 2 Cans
JUICE 29c

Lady Betty
Cucumber 15 oz
PICKLES 25c

Minature
MOUNDS 29c

Hi-Ball 25 lb bag
FLOUR \$1.79

Plymouth 1b
COFFEE 81c

Heinz Cider Pint
VINEGAR 15c

Drink Mix
GRAPETTE 37c

No. 1 White
Cobbler
POTATOES 29c

Fancy Texas Pink 1b
TOMATOES 19c

North Carolina Valentine 1b
BEANS 17c



CLASSIFIED AD SECTION

FOR SALE
Cedar posts, 6 1-2 feet long. Delivered on farm approval, 33c each. A. B. Stokes, Samson, Ala. Box 51. 1tp

HELP WANTED
Expert machine operators at Elba Textile Co. 1tp

APARTMENT FOR RENT
Three large rooms with private bath. Newly painted. Across from Dorsey Trailers Plant. See Mr. & Mrs. F. D. Veal. 1tp

CARD OF THANKS
To everyone who in any way remembered our loved one, Estelle Williams Meek, during her illness and who offered an expression of love and sympathy at the time of her death, we are most thankful. May God Bless and keep each of you.
Howard Meek and daughters.

CLASSIFIED RATES
A classified ad in The Clipper will reach 3600 people in this community at a cost of 3 cents per word for the first insertion. Subsequent insertions, minimum ad, 50c—all ads payable in advance.

HELP WANTED
Middle-aged colored housekeeper capable of keeping child-

ren & cooking. Well-paid. Four local references. Write care of The Elba Clipper. 2tp

PICTURES
Prints of any picture appearing in The Clipper may be purchased at the newspaper office. 5 X 7 prints are \$1.00, 8 X 10 are \$2.00. 1tp

SALESMEN WANTED
Opportunity for man with car for Raleigh Business in North Coffee County. No capital needed. Fieldman expects to be in vicinity soon to review applicants. Write at once to Raleigh Dept. ALG-600-216C, Memphis, Tenn. Attention Mr. John Bonner. July 9-Aug 6

PEANUT SLATS
Get your peanut slats early. William Prescott, Blacksmithing and Welding Shop, West Elba. 2tp July 23-30

WELDING
Electric and acetylene. I have added a portable welding machine to my shop. Can do your welding job anywhere. No job too large. William Prescott, Blacksmithing and Welding Shop, West Elba. 2tp July 23-30

WORMS FOR SALE
Extra fat, juicy English worms C. B. and Roy E. McDowell, in West Elba. 1tp

OBITUARIES

H. C. HARDY
H. C. Hardy, 50-year-old employee at C & S Lumber Company was buried July 24 at Evergreen cemetery. Mr. Hardy was a life-long resident of Coffee County having been born here Nov. 12, 1903.

He is survived by his widow, Mrs. Leslie L. Hardy; three sons, Edward, Collins and Bennie Hardy; a brother, Will Hardy and two sisters, Eulice Hudson and Laura Davis.

Active pallbearers were Ross Hudson, Hastin Hudson, Tom Nolen, Ray Mount, Earl Holder and Leon Hardy.

Funeral services were held at the Assembly of God Church, conducted by J. M. Dubose.

Hayes Funeral Home was in charge of arrangements.

MRS. BAMA WISE

Mrs. Bama Wise, 71-year-old resident of Fairview community, died at her home Friday afternoon. She was a member of the Baptist Church. Mrs. Wise was born and reared in Coffee County.

Her husband, S. C. Wise, preceded her in death several years ago.

She is survived by two sons, Ramme Wise and Carlton Wise; one daughter, Mary Bell Smith; three brothers, Monroe Spears, Larua Spears and Oscar Spears; two sisters, Mrs. Jeff Thomas and Mrs. D. Bowden.

Funeral services were held at Fairview church, conducted by M. L. Carnley. Hayes Funeral home was in charge.

Independents, Vets Win Playoff Games

The Independents and Veterans won the first round of the Municipal Softball League playoffs at the high school Tuesday night.

The four top teams are engaged in a Shanghai playoff, the best two games out of three with each team.

Tuesday the Independents put the Dorsey Reds down 4-3 behind Addison's pitching. Dorsey got 10 hits to the Independents 6 but couldn't score. Devane was on the mound for Dorsey.

The Veterans shout out the High School, 2-0 behind the effective 5-hit hurling of Sharpless. Wise gave up 7 hits to enable the Vets to get their two runs.

The rest of the journey contests will be played Thursday, Monday, Tuesday and Thursday nights.

The Little League will close its season here next Friday evening with a game against Enterprise. They will play Enterprise there Monday.

DALLAS WISE GETS OFFICE

Dr. E. L. Gibson of Enterprise was elected president of the newly-organized cattlemen's association in a meeting at New Brockton, July 24. Dallas Wise, Rt. 3, was named president, J. R. Speed, Enterprise, secretary, and Cliff Brunson, Enterprise, treasurer.

Membership dues are \$5 for a year. Half goes to the state association and half stays in the county.

Twenty-one farmers joined the association. Directors elected were Grady Howell, New Home; Laney White, Mt. Pleasant; Elmer Bryan, Pine Level; Hayward Taylor, Elba; Sam Hall Sr., Kinston and H. A. Tillman, Chestnut Grove.

JAMES E. WHITLEY

M-Sgt. James E. Whitley, whose wife, Marie, lives in New Brockton, is serving in Korea with the 48th Infantry Division.

M-Sgt. Whitley, a first sergeant, holds the Combat Infantryman Badge, Parachutist Badge, Korean and UN Service Ribbons, Good Conduct Medal, Commendation Ribbon and Distinguished Unit Emblem.

ON VACATION
Mrs. Jane Hudson is taking a week's vacation from her duties at Southern Benefit Life Insurance Company.

BACK TO CAMP

Sgt. & Mrs. Clyde Collier left Monday for San Antonio, Texas where he will resume his duties at the air base. Mrs. Collier (Juanita Carnley) has a job at the base also. They were visiting their parents on Route 3 during a 10-day furlough.

Mr. & Mrs. John M. Andrews of Raleigh, N. C. and Mr. & Mrs. John W. Harrison of Montgomery spent last weekend with Mrs. D. A. Bowden and family. Miss Darnette who has been visiting her sister, Mrs. Andrews, returned home with them.

Mr. & Mrs. Cleo Hawkins spent last weekend with Mr. & Mrs. Leroy Bowden in Port St. Joe, Fla.